DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (Autonomous)

Linguistic Minority Institution
Reaccredited with A++ Grade by NAAC
College with Potential for Excellence
(Affiliated to University of Madras)
#833, E.V.R.Periyar Salai, Arumbakkam, Chennai 600 106. Tamil Nadu, India.

SCHOOL OF MANAGEMENT
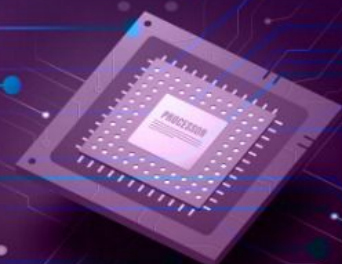### PG & RESEARCH
Approved by AICTE

In Association With

RESEARCH CULTURE SOCIETY
Organizes

5th CONFLUENCE
INTERNATIONAL CONFERENCE ON
ITDO 2023
INDIA'S TRILLION DOLLAR DIGITAL OPPORTUNITY

13th & 14th FEBRUARY 2023

ITDO 2023

ABOUT THE INSTITUTION

Dwaraka Doss Goverdhan Doss Vaishnav College, a linguistic minority institution was established in the year 1964. His Holiness 108 Goswami Shri Maharajshri Mathureshwarji laid the foundation stone for the building on 13th November 1963 at "Gokul Bagh". The college offers **12 UG courses, 6 PG Courses in aided stream and 28 UG courses, 12 PG courses and 6 Research programs in self-supporting stream**. The curriculum is reviewed and updated periodically, in keeping with the changes in the diverse disciplines of arts, commerce, science and technology.

'Research Culture Society' is a Government Registered International Scientific Research organization. Society is working for research community at National and International level to impart quality and non-profitable services. Society has successfully organized 100+ conferences, seminars, symposiums and other educational programmes at national and international level in association with different educational institutions.

ABOUT SOM

The School of Management has its inception from 1995 as an independent professional body and is **affiliated to the University of Madras and approved by AICTE**. DDGD Vaishnav School of Management is a co-education institute and has been established with the objective of mastering in core areas of management with emphasis on practical application suited to global environment. SOM was ranked A5 Band: Institute of Academic Excellence, by OBE Ranking 2021, it also ranked in B2 level in B-School survey for the year 2021. Theses ranks are based YoY.

CONFLUENCE OBJECTIVES

The conference is intended to measure the facts and focus on trillion-dollar opportunity, current challenges, ideas available to lift–off phase of digital adoption, that can contribute in attaining the national goal. Hence, this national confluence is aimed to inhabit upon the following objectives –

- To recognize the progress made by India on digital adoption and to identify gaps yet to be filled.
- To articulate the vision, potential size and drivers of India's digital economy.
- To determine the factors towards realising ITDO.
- To measure the impact of ITDO on

- Business / Agriculture
- Economy
- Digital Users
- Society

BROAD THEMES

FINANCE

- Indian Digital Payment / App
- Cryptocurrency / Bitcoin
- Digital Money
- Investment opportunities
- Payment through Digital app
- Fintech Analysis
- Cyber Security in Online Banking
- Block Chain Technology
- Cloud Computing
- Asset Management
- Strategic Financial Measures
- Financial Regulatory Measures
- Portfolio Diversification
- Risk Analysis
- International Accounting Practices
- Other Related Topics

MARKETING

- AI, Data Analytics and Research in Marketing.
- Convergence of Marketing in Digital Era
- Digital Era
- Digital Marketing
- E-Customer Relationship Management
- Brand and Product Strategies
- Global Marketing
- Integrated Marketing Communication in Sustainable and Green Marketing
- Consumer Behavior and Retailing
- Services Marketing
- Sales and Distribution
- Other Related Topics

SUPPLY CHAIN MANAGEMENT

- Emerging digital supply chain business models
- Transform the company into a digital supply chain.
- Supply Chain 4.0
- Trends and influence on SCM
- Digital supply chain management;
- Digital performance management systems
- Cross company logistic models
- Supply chain optimization
- Sustainable supply chain management
- Embracing the Digital Supply Chain
- Robotics in Warehousing

HUMAN RESOURCE

- HR Analytics Innovative Technology in Business
- Feasibility of HR Economic model
- Reconciling between the irreconcilable trinity of equity, efficiency and sustainability
- HRD and VUCA Compatibility
- Up Skilling and Reskilling
- Talent Acquisition and Retention
- Virtual Employee Connects
- Career Transmission Management
- Learning and Development
- Succession Planning & Competency
- Management
- HRD Practices in Changing Business
- Landscapes
- Hierarchical Restructuring
- HR Outsourcing and Consulting
- Performance Management
- HR Assessment
- Other Related Topics

ENTREPRENEURSHIP

- Business Ideation
- Up Skilling and Reskilling Entrepreneurial Culture
- Emerging Entrepreneurship Styles
- Spin off Process and Knowledge Transfer
- New Business Ideas and its Start-up
- Angel Investors and Venture Capital
- Entrepreneurism an its effect on economic growth
- Crowdsourcing
- Gender culture and entrepreneurism
- Cloud technology and its implications for entrepreneurship
- Effect of taxes on entrepreneurs and their decision-making process
- Policy Entrepreneurship
- Entrepreneurial Performance towards Family Business
- HR Analytics Innovative Technology in
- Business Industry 4.0
- International Entrepreneurship
- Business Survival Studies
- Entrepreneurship and Ethnic Minorities
- Social Entrepreneurship
- Green Entrepreneurship
- Other Related Topics

Human Resource

Entrepreneurship

BENEFICIARIES / PARTICIPANTS

The national confluence will provide opportunities to showcase the highlights and challenges of India's Trillion Dollar Digital Opportunity to the potential authors, academicians, industrialists, research scholars and students in the discipline of social sciences.

GUIDELINES FOR ABSTRACT SUBMISSION

Papers may discuss theoretical notions, concepts, ideas, and methodologies, as well as actual problems and case studies. It would be examined for relevance to the confluence main theme and sub themes. The entire paper should be original in content, and it shouldn't have been submitted to any other journal or confluence. The following are the instructions for writing the abstract and the entire paper:

Paper / Article Submission Guidelines: (Only original non published manuscripts will be considered)		Below is only an Example Format (Authors may use other sub-titles as per paper title – research topic)
Last Date for Abstract Submission Last Date for Full paper Submission		TITLE
Limit of words in final paper / article	1200 - 3500	ABSTRACT:
Abstract length	Not exceeding 300 words.	KEYWORDS:
Page - A4 size ; Format	M.S. Office (editable file only)	INTRODUCTION:
Medium of submissions	English	STUDY AIMS:
Font	Times New Roman	OBJECTIVES:
Size	Title - 16 ; Theory & Contents - 11	LITERATURE REVIEW:
Line Spacing	Single spacing (1.0)	METHODOLOGY:
Margin	Narrow	DISCUSSION & ANALYSIS:
Tables – Figures – Charts	Should be in the centre place in paper	Results:
Format to save an article / paper	"ITDO_yourName.doc"	Conclusion: References : (APA style)

- The cover page of the manuscript must contain the title of the paper, author's name, college name, email address and contact number.

- Soft copy o the abstract / full paper should be sent to: somconfluence@dgvaishnavcollege.edu.in

- Selected research papers after peer review will be published in UGC Approved Journal IJIRMF with impact factor 6.71.

- The author of the chosen paper for publication should make any necessary revisions in accordance with the publisher's specifications. The confluence organisers shall own all publication rights for papers submitted at the confluence.

REGISTRATION, PUBLICATION & PRE CONFERENCE E – WORKSHOP FEES

- Research Scholars - ₹ 3500 (1 + 1 Author)
- Academicians - ₹ 4500 (1 + 2 Authors)
- Student - ₹ 2000 (1 + 1 Author)
- Industry Delegate - ₹ 4000

NOTE

* Online plagiarism report to be attached.

* Authors are required to register. Registration fee include: Publication cost, Confluence kit, Online certificates, lunch and refreshments.

* No TA / DA provided for participants

* In absentia presentation not allowed

REGISTRATION FEES FOR PARTICIPATION

₹1500 for Research Scholars / Academicians / Student / Industry Delegate – Only participation

NOTE

Individuals are welcome to register as a participant without presenting paper. It includes the confluence kit, lunch, refreshments, admission to all sessions and attendance certificate.

REGISTRATION AND PAYMENT LINK

1. For Registration: https://forms.gle/wVLuD898najnbp7L9
2. For Payment:

Name of Account Holder : Rahul Prakash J
Bank : City Union Bank
Branch name : Urapakkam
A/c Number : 500101011887437
IFSC Code : CIUB0000337

IMPORTANT DATES

Last date for Abstract Submission	16/01/2023
Notification of Selected Abstracts	23/01/2023
Last Date for selected Papers Submission	30/01/2023
Notification of acceptance full-length paper	06/02/2023
Conference Date	13/02/2023

Pre conference workshop will be intimated post registration.

CHIEF PATRON

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CONFERENCE CHAIR

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Director, School of Management,
PG & Research

ADVISORY COMMITTEE

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Professor
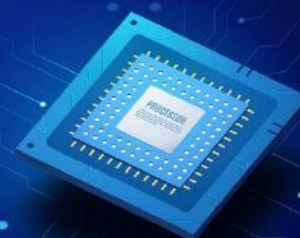University of Puerto Rico, San Juan, PR, USA

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